

"A Service Disabled Veteran Owned Business Value Proposition that More than Meets the Needs of Today's Mission"

A Strategic Approach to Small Business Utilization That Produces Value Creation Power

Smarter – Faster & Predictable
SB Contracting Strategies

Teaming To Take Control Of Goal Attainment!



Challenges to [Or Opportunities For] SB Contracting

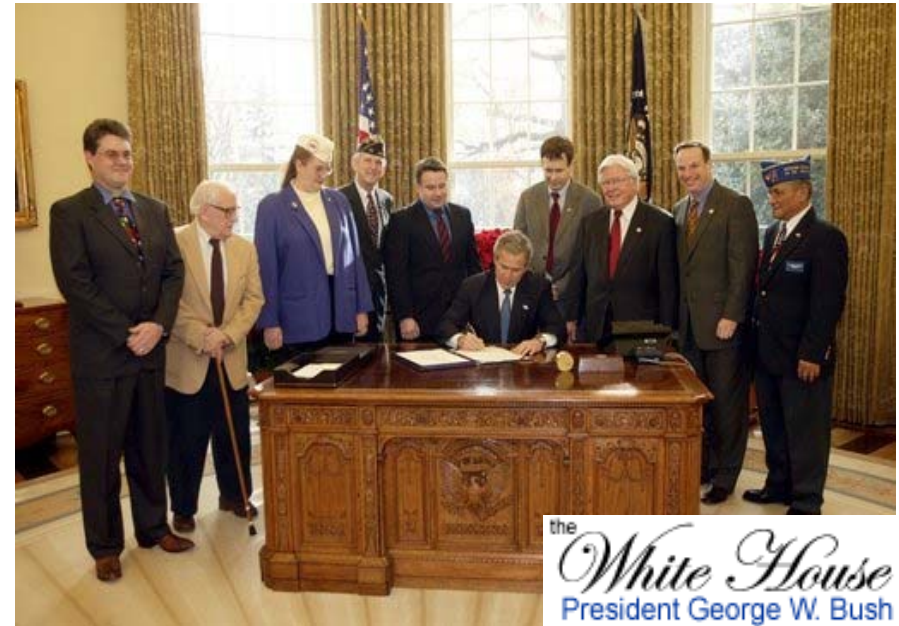
- **Contract Consolidations & Bundling**
- **Federal Acquisition Workforce Reduction**
- **SB Community's Capacity**
- **Dis-jointed Acquisition System (End-User Not Buyer)**
- **Small Business Recertification Requirement**
- **SB Model of The Future ("Small Biz Has To Be Bigger")**

Hank Wilfong JR



What Is the Statutory Requirement For SB Participation In Federal Contracting?

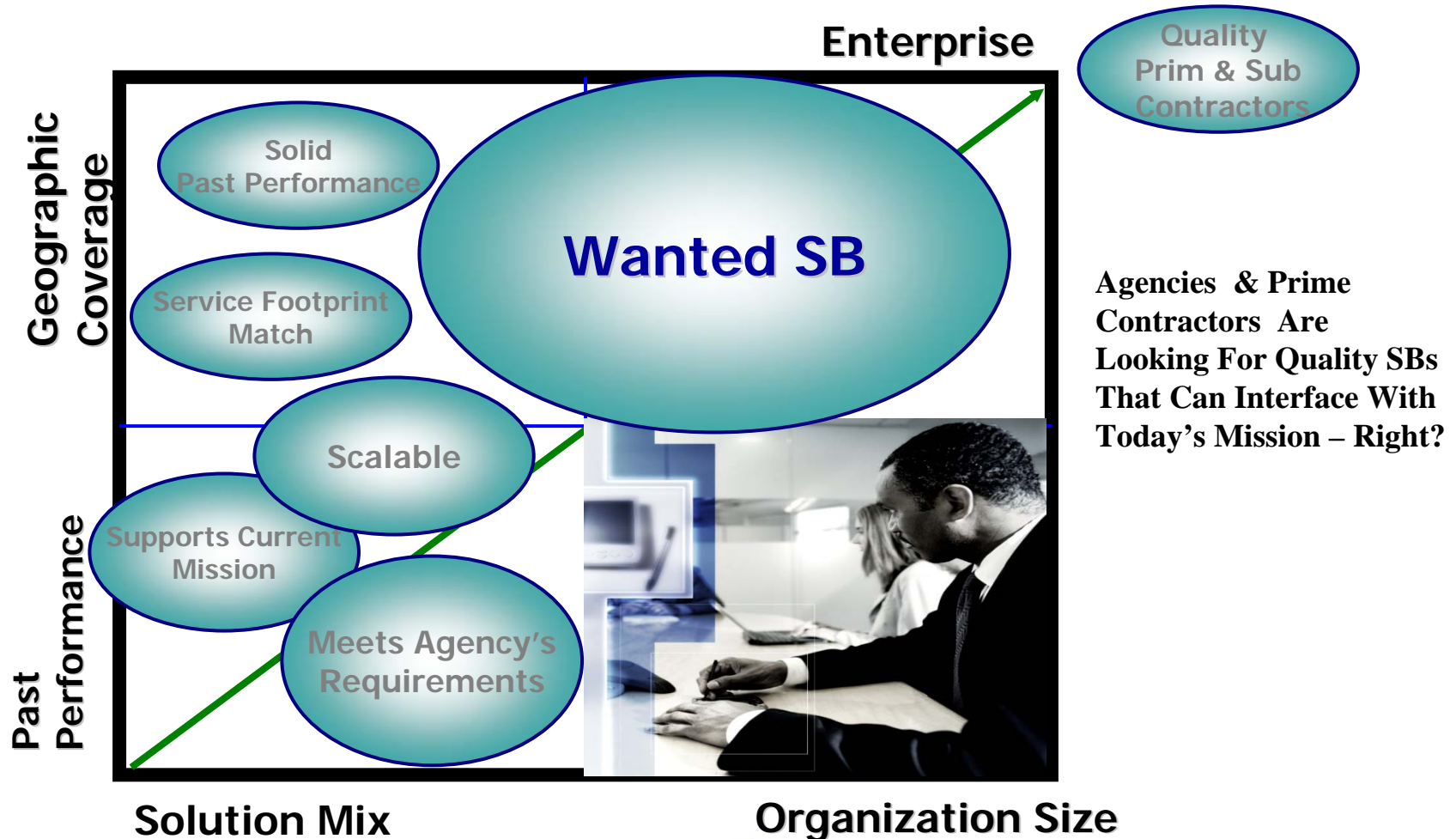
*Attempting to Meet The 3%
Spending Requirements of PL
106-50 Is Really Just Not Meeting
The Goal.*



The principal tenet of the Small Business Act: provide the maximum practicable opportunity to small businesses. ..



Barriers & Opportunity Migration



What Is The Solution?

SB Need:

Organizational Size

Product Mix

Geographic Coverage

Past Performance

Agency Want:

Organizational Size

Product Mix

Geographic Coverage

Past Performance

A SB That Meets The Requirements Of Today Mission.

If You Want To Do Something That You Have Never Done
Before. Then You Have To Be Willing To Become Someone
That You Have Never Been Before.

“Les Brown”

What Is Your Customer Doing?



GUIDEBOOK FOR FACILITATING SMALL BUSINESS TEAM ARRANGEMENTS

SEPTEMBER 2007

DEPARTMENT OF DEFENSE
OFFICE OF SMALL BUSINESS PROGRAMS



This guidebook is the first to employ tactics to encourage small business-led teams as a strategy to increase competition and expand opportunities for small business on consolidated contracts. While our prior guidebooks have dealt with strategies to avoid contract consolidation and bundling and to mitigate its affects when necessary, here we have advocated the use of small business-led teams as a way for these businesses to compete for consolidated contracts. Encouraging teams, led by small businesses, can strengthen the Department of Defense (DoD) supplier base by increasing the competitiveness of small businesses. **Moreover—due in part to shrinking budgets and acquisition resources—contract consolidation is a trend that is likely to continue—this requires new ways to decrease barriers to small business participation on DoD contracts.** This guidebook is a step in that direction.



Small Business Must Learn To Be Bigger

BACKGROUND

Faced with a cutback in its budget, an activity decided to **consolidate \$180 million of annual aircraft maintenance and base operations requirements**. Driving the decision was the need to more efficiently administer 10 requirements, currently provided for in 37 separate contracts. Consolidating the contracts into a single acquisition would reduce time and costs and would help the agency operate within its new budget. An acquisition strategy team was assigned the task of implementing the consolidation.



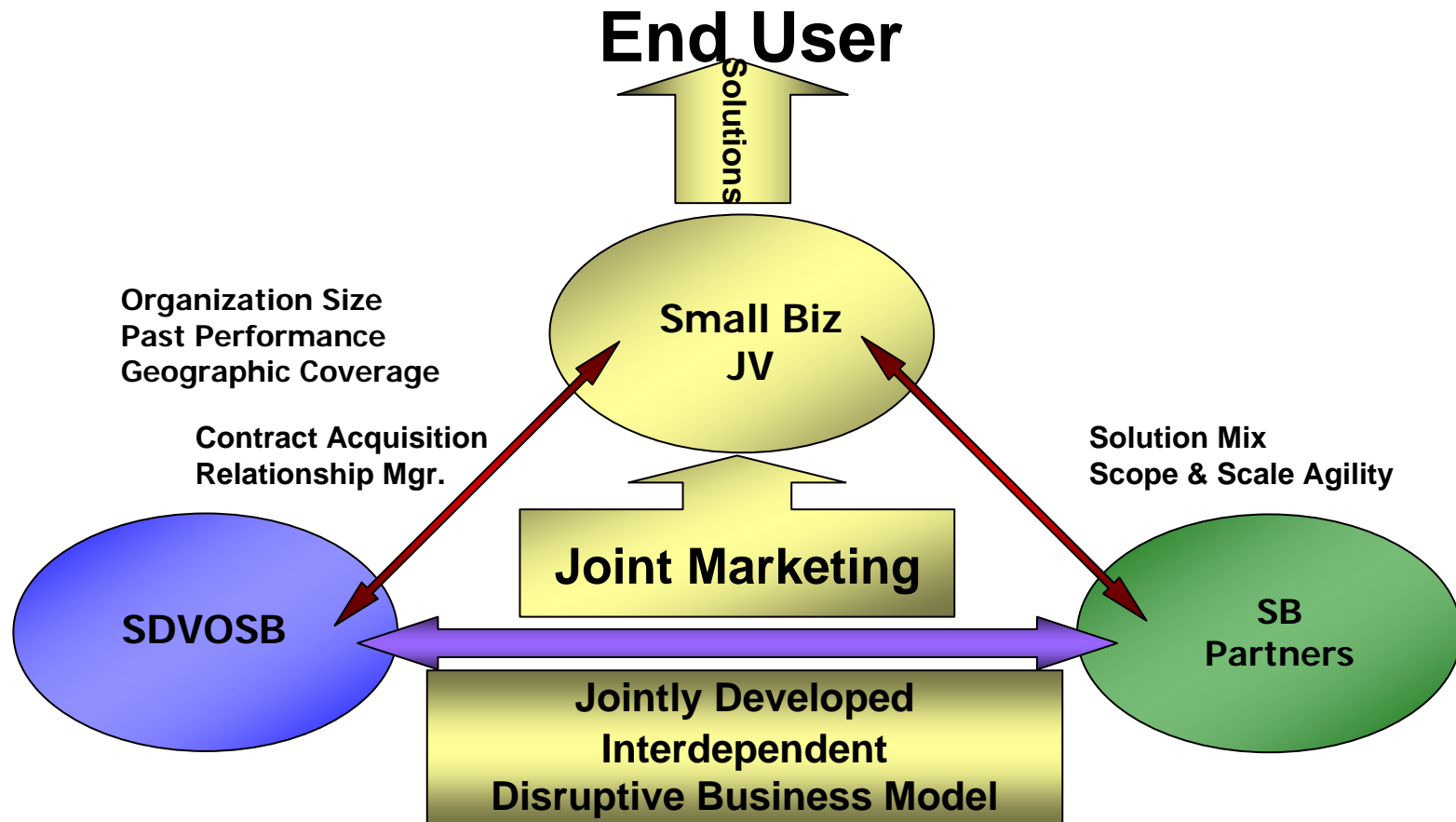
OUTCOME

The acquisition team, however, together with the contracting officer, determined that in spite of the high likelihood of small business teaming, **the requirement could not be set aside for small business because the likely respondents would not be able to comply with the FAR clause on the small business limitation on subcontracting**.

The RFP was released for full-and-open competition. Small business-led teams were encouraged. Responses were received from scores of teams, including joint ventures. Some of these teams were composed entirely of small businesses; others included both large and small firms. **The award was made to a small business joint venture team.** The acquisition documented lessons learned and shared results with other teams.

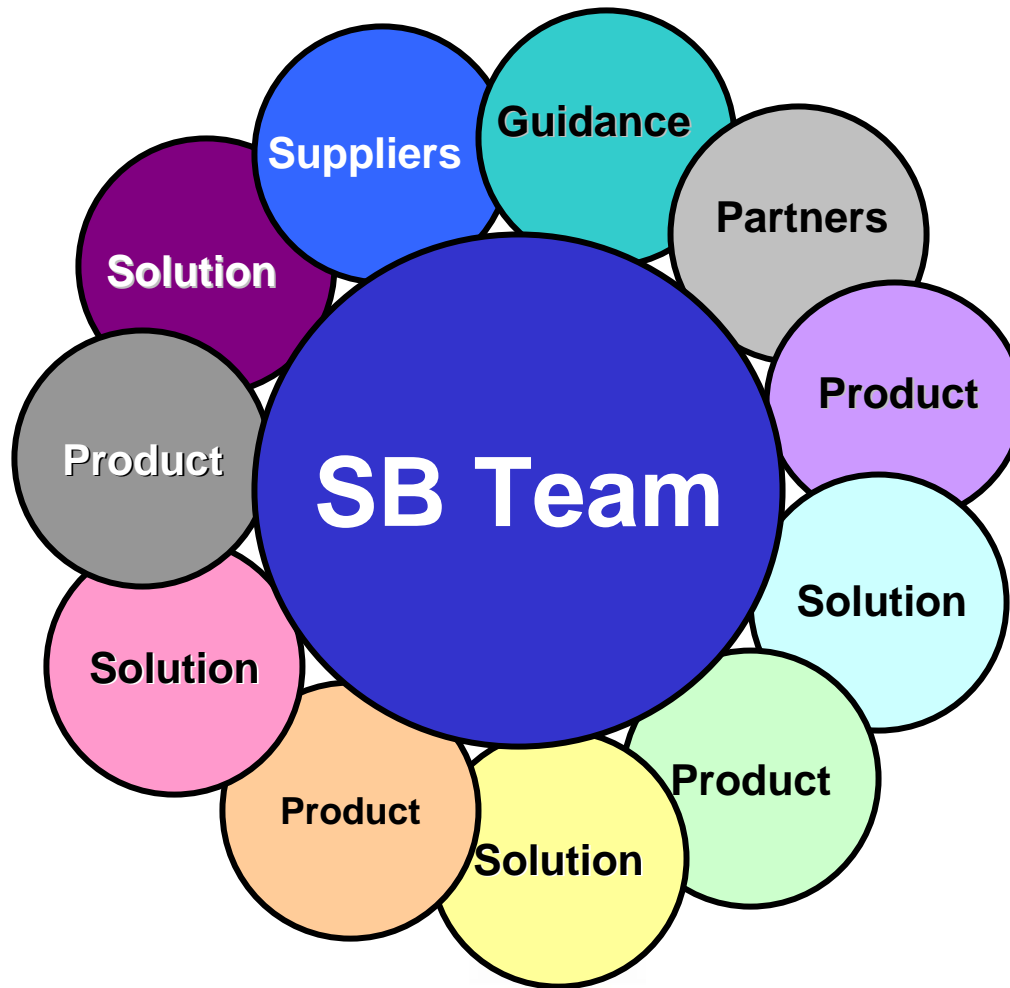


Strategic vs. Transaction Model



You Can Help Increase 'Maximum Practicable Opportunity'

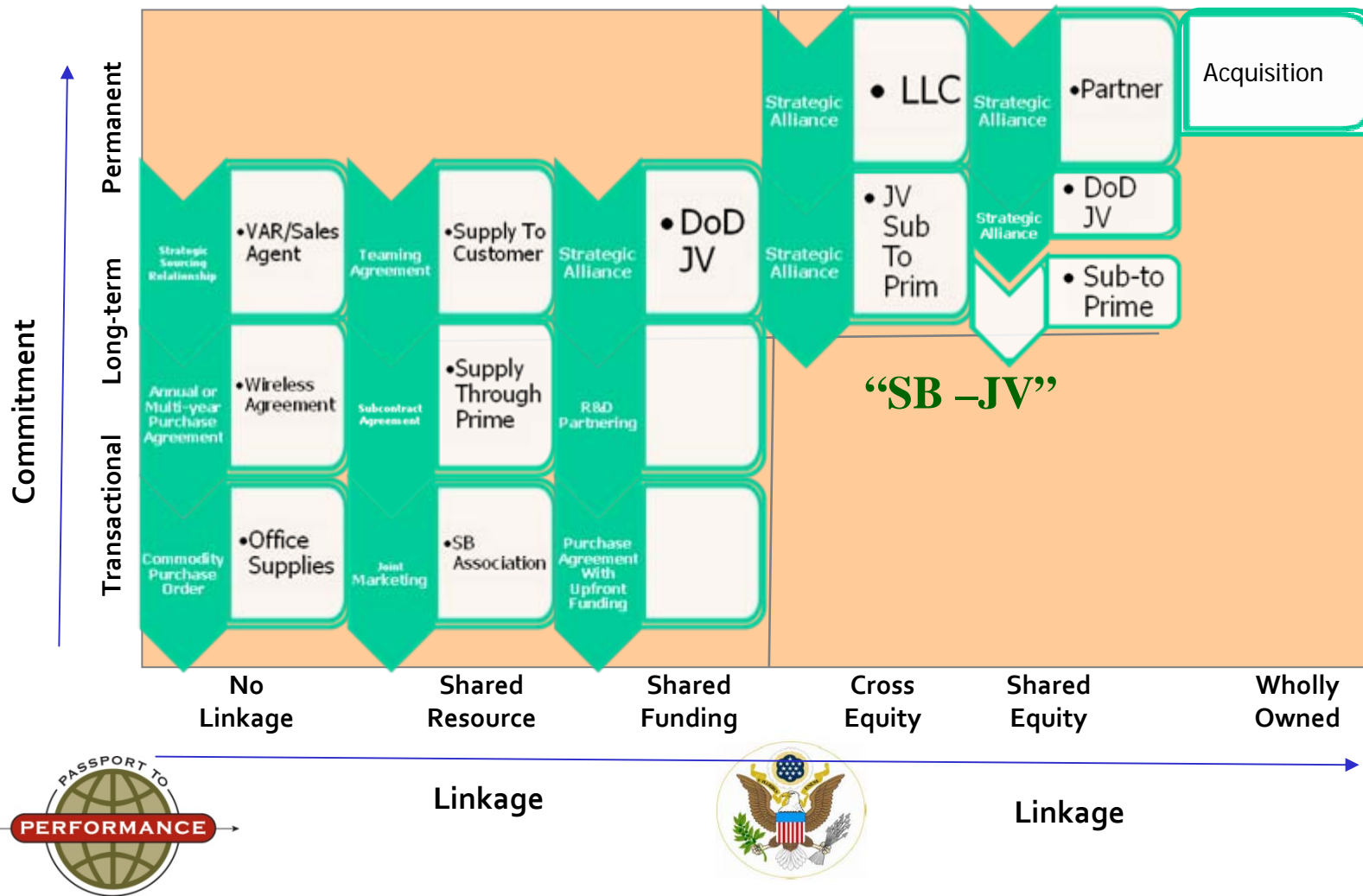
If You Change The Way You
Look At Thing



The Things You Look At
Change



Teaming VS. Joint Venture Relationship



Federal Authorities Empowering SB JVs

- **13 CFR 121.103. h – (3) (i)** A joint venture of two or more business concerns may submit an offer as a small business for a Federal procurement without regard to affiliation under paragraph (h) of this section **so long as each concern is small under the size standard corresponding to the NAICS code assigned to the contract**, provided: (A) The procurement qualifies as a “bundled” requirement, at any dollar value, within the meaning of § 125.2(d)(1)(i) of this chapter; or (B) The procurement is other than a “bundled” requirement within the meaning of § 125.2(d)(1)(i) of this chapter, and: (1) For a procurement having a receipts based size standard, the dollar value of the procurement, including options, exceeds half the size standard corresponding to the NAICS code assigned to the contract; or (2) For a procurement having an employee-based size standard, the dollar value of the procurement, including options, exceeds \$10 million.
- **13 CFR 121.103. h – (3) (iii)** Two firms **approved by SBA** to be a mentor and protégé under 13 CFR 124.520 may joint venture as a small business for **any Federal Government procurement**, provided the **protégé qualifies as small** for the size standard corresponding to the NAICS code assigned to the procurement and, for purposes of 8(a) sole source requirements, has not reached the dollar limit set forth in 13 CFR 124.519.
- **13 CFR 121.103. h (4)** May Create a natural Joint Venture relationship.
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FAR & CFR Areas U Need To Know

- § 121.103 (h) (1-5) CFR Addressing Affiliation?
- § 125.15 (b) (1-4) CFR Addressing SDVOSB Joint Authority?
- ❑ **FAR 9.104-3 (c) *Affiliated concerns* (d) *Small business concerns*** [nonresponsibility = SBA Certificate of Competency]
- ❑ **15.305 (iii) Proposal evaluation** [past performance]
- ❑ **19.1403 Status as a service-disabled veteran-owned small business concern.**
- ❑ **19.1402 Applicability.** [all Federal agencies that employ one or more contracting officers]
- ❑ **19.1401 General.** The Veterans Benefit Act of 2003
- ❑ **52.219-14 Limitations on Subcontracting.**



Questions?

